TIMES-VIRGINIAN

IN THE HEART OF THE DARK TOBACCO BELT
APPOMATTOX, VIRGINIA
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EDITORIALS

HOW HE WORKED IT

A recent study of portions of a diary kept by Joseph Goebbels, reveals the guiding principles of this amazingly successful propaganda expert.

His theory was three-fold:

Propaganda must hide the unpleasant; it must guide the masses, and it must mislead the enemy.

Goebbels was one of the shrewdest of the Nazis. Propaganda experts will study his work. But we must, more than ever, guard our free press. Complete and honest news reporting would handicapp a would-be dictator.

W. & L.'S CONVENTION

A mock Republican convention was recently staged by students of Washington and Lee University. All the leading candidates for the Republican presidential nomination were given their "trial runs," and then at about the ninth ballot the mock convention nominated Senator Arthur Vandenburg.

We think the students made an excellent choice. The nation has confidence in Vandenburg, an l on top of that he seems to be best qualified of the aspirants in matters of both foreign and domestic policy.

The last three presidents elected by the Republicans — Harding, Coolidge and Hoover — were not successful. Harding was a charming man but poorly qualified in administrative ability. Coolidge was personable and conservative, but out of tune with the needs of the nation. Hoover was doubtless the best qualified of the trio, but was unable to stem the economic tides engulfing the period. It would be unfortunate were another Harding, Coolidge or Hoover to win this year's Republican nomination.

Vandenburg has an excellent chance to win the nomination. At least some of the others being mentioned are simply not in his class. And, the nominating convention is not far off.

WITH OTHER EDITORS

A SOVIET FAILURE

The Winchester Star

Russian newspapers are owned by and run for the government, but still the government isn't satisfied. M. A. Suslov, chief of propaganda, has issued a biting criticism. He says the Russian papers are failing miserably to give adequate coverage to all parts of the Soviet Union. He complains especially about lack of news of people, among them the demobilized veterans.

Any crossroads American Editor could have pointed out that defect. The American editor knows that the hold a newspaper has upon its readers is names.

What the Soviet papers have been doing is to spread organization propaganda over their pages to the point of reader weariness. Editors, fearful of their necks, are trying to curry favor with the only organization over there that counts — the government. And readers are losing interest in the propaganda barrage.

Maybe the Russian papers will now perk up and give the readers a little about Ivan Samovitch and wife coming to town on a load of wheat. If the Reds permit the farmers to sell any wheat.

A COUPLE OF MISCONCEPTIONS

(Petersburg Progress-Index)

Interesting facts about the tourist industry and its importance are offered by George Prince Arnold, director of the State Conservation Commission's division of publicity and advertising in The News Letter of the University of Virginia. Saying the trade was worth $132,000,000 to Virginia in 1947, Mr. Arnold ranks it as certainly one of the half-dozen biggest businesses in the state, a classification few will be inclined to dispute. That tourism is a big business for Virginia and that the state sets aside relatively small sums for its development are well known facts, but two mistaken notions dealt with in the discussion of the subject deserve the emphasis given them.

One is that the trade is chiefly important to certain communities and resort areas while the writer says that it has its impact upon even the smalles communities on good highways. The other is that the tourist industry is chiefly important to hotels, restaurants, service establishments, and transportation systems. They are the first recipients of the dollar, but, as Mr. Arnold points out they keep only a small part of it and pass the money on in exchange for labor and supplies and in payment of taxes. Virginia in 1947 received more than $2,000,000 in gasoline taxes from out-of-state passenger cars.

Instead of being debatable these are rather self-evident aspects of the topic and yet there is a tendency in Virginia to think of the tourist industry as something of concern to particular industries and particular areas. Perhaps if we disabuse ourselves of these notions, our efforts to make the most of the opportunity would be less restrained and more purposeful.

NEW LOOK IN THE SOUTH

(New York Times)

Miracles really do not happen to gullied and eroded land, so that overnight a rundown farm trebles in value. Yet what transpired recently on the 103-acre farm of a 37-year-old widow, near Lacrosse, Va., savors of the miraculous. The farm of the widow and her son (a veteran of the war) was chosen by veterans taking agricultural training in the area for a demonstration of what could be done with a treatment program for an old, worn-out farm, if all available resources were used.

One morning, soon after dawn, a Cavalcade of Conservation swarmed over the place. Many tractors dug deep into the wasted land; posthole diggers, fertilizer spreaders and a bulldozer battled the red clay. Jeeps jumped over old furrows as expeditors of commands. Landscapers limed the lawn and planted shrubs. A dejected farmhouse got a spray of white paint. The fields of the farm were laid off according to a model plan. Just for good luck an acre pond was measured off for fishing and recreation. When the conservationists began to go over the topsoil in the morning the farm was said to be worth $1,000. A soil conservationist said he would give $15,000 for it after the day's work.

The farm is located in what used to be the center of the bright-tobacco belt of the South. What happened there made news for many farm owners who only recently acquired their land. For thousands of farm owners of the South have come up from tenancy and sharecropping in the past decade or so. If we go to the deep South, where tenancy and sharecropping were once entrenched, even there we find a marked change for the better. In Mississippi in 1935, 69,8 per cent of all the farms were operated by non-owners, but in 1945 the number operated by tenants had decreased to 59.8 per cent. In South Carolina the number of tenant-operated farms decreased from 62.2 per cent of the total in 1935 to 54.2 per cent in 1945. In North Carolina much less than half of the farms are operated by tenants, and in Virginia nearly 80 per cent of them are owner-operated.

In the early Nineteen Thirties, when farm ownership in the South began to show a steady increase, twenty-two million acres had been destroyed by wind and water erosion and by plows wantonly guided by unskilled hands, in eleven states of the region. Farm ownership is the best barrier against the tides of waste, for the owner has a vested interest in soil conservation. He is not, like so many tenants, "almin' to move next year."

THE BIBLE TODAY
International Uniform Sunday School Lessons
BY LOUIE D. NEWTON, D.D.

SCRIPTURE: Nehemiah 1-7.
DEVOTIONAL READING: Psalms 122:1-9.

Nehemiah Rebuilds Jerusalem

Lesson for May 2, 1948

Dr. Newton

BORN and reared in Persia, Nehemiah appears in the opening scene of his prophecy as cup bearer to King Artaxerxes in the royal palace at Shushan. He was a favorite at court, due, no doubt, to his personality and training, plus a keen desire to serve his people. He obtained a royal order from Artaxerxes, granting him passage to Jerusalem. It was a long and dangerous journey, but Nehemiah traveled not only with letters from the king, but assurance in his heart that he was on the Lord's mission. He was given authority to seek help from other nations. Just how much help he received from other nations is not definitely certified, but we do know that he achieved the high purpose which God had put in his heart. He governed the city wisely for a dozen years, and wrought many notable reforms. Read the first seven chapters of Nehemiah for the complete story. Read also Psalms 122:1-9.

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WHEN FRIENDS WORK TOGETHER

UPON arrival in Jerusalem, Nehemiah made a tour of the city by night. He was shocked and amazed at the ruins. He called upon the people to come and help rebuild the walls. And they were impressed with the earnestness and sincerity and courage of his call. "So built we the wall; and all the wall was joined together unto the half thereof; for the people had a mind to work," Nehemiah 4:6.

There is work for everyone who is of a willing mind. There is work in the home. Boys and girls who pitch in and share in the everyday work of the home make glad the hearts of their parents, and at the same time they are learning how to care for their own homes when they grow up.

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STRENGTH AND ENCOURAGEMENT

NEHEMIAH set the people together in families, with tools for work and weapons for defense against the enemy. And in this union of numbers there was both strength and courage. We need today to learn anew this lesson of working together. So often we witness evidence of people pulling against one another. We see it in the home and in the school and in the wider areas of life—in politics and in the clash between capital and labor.

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THOSE WHO OPPOSED NEHEMIAH

OUR lesson describes not only the courage and wisdom of Nehemiah in getting the Jews to work and work together, but it tells us about those who opposed the rebuilding of Jerusalem. Sanballat was the governor of Samaria, and when he heard that Nehemiah was rebuilding Jerusalem, he put in to defeat him by many schemes of sabotage.

He began with ridicule. "What do these feeble Jews?" he scoffingly asked. Ridicule is always one of the weapons of those who would tear down and destroy. Young people will do well to guard themselves against the snare of cynicism. It is a dangerous thing. Sanballat and his cohorts, Tobiah, and certain Arabians and Ammonites and Ashdodites, conspired to hinder Nehemiah in many devious attacks; but the people worked and fought, in the name of the Lord.

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WHAT MAKES A REAL LEADER?

THIS is the question which will inevitably arise as we study this lesson. How could one man inspire people to undertake the impossible? First, Nehemiah relied implicitly upon God's help. Second, he threw himself into the task, fearlessly and intelligently. Third, he possessed the quality of inspiring faith and hope in others. These are the qualities that make a real leader, anywhere, any time.

How we do need such leaders to day! And the Bible speaks to us, in the story of Nehemiah, reminding us how real leaders are produced. Read the 122nd Psalm. Here is the secret of it all—"They shall prosper that love thee." Every difficulty confronting the home, the community, the nation, the world, can be met and mastered, provided we tackle it in the name of the Lord, relying upon his wisdom, his strength, his poise.

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WRITTEN BY A MAN

(Rogersville (Tenn. Review)

There is usually only one reason why a man buys but with a woman it might be one of eight (so they say): (1) Because her husband says she can't have it; (2) Because it will make her look thin; (3) it comes from a fashionable store; (4) her neighbors can't afford it; (5) nobody has one; (6) everybody has one; (7) it's different; (8) because.

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Oakville

Oakville, April 27.- Mr. and Mrs John Davis and son, of Dillwyn; Mr. and Mrs. James Davidson and Mrs. and Mrs. James Martin and family were visitors in the home of Mr. and Mrs. Marshall Martin Sunday.

Mr. and Mrs. Harry Lucado and family visited relatives in Bedford Sunday.

Mr. and Mrs. Roland Smith and Mrs. Coleman Moore and son, of Richmond visited in the home of Mr. and Mrs. C. Roland Smith last week-end.

Mrs. Johnnie Hall and family and Mr. and Mrs. W. S. Davis spent Sunday.

Mr. and Mrs. W. H. Stanley spent Sunday with Mr. and Mrs. Sam Page.

Mr. and Mrs. Sam Page and daughter accompanied Mrs. L. L. Stanley and daughter on a trip to Farmville Sunday evening.

Messrs. W. S. Walton, R. E. Smith and Misses Louise Walton and Marie Owens attended at the State Teachers College at Farmville Saturday.

The Oakville school boys enjoyed a good game of baseball at the Vera school last Friday afternoon.

Opal Mae Coleman, who has been unable to attend school since last January, is able to be back again.

Mrs. Bessie Cobbs and daughter and Mr. and Mrs. Taylor Coleman and children visited in the home of Mr. and Mrs. Branch and Boyd Coleman Sunday.

Mr. and Mrs. Royal Coleman and son, Harwood visited Mrs. C. H. Coleman Sunday afternoon.

Mr. and Mrs. O. W. Martin and L. A. Goodman visited A.M.Goodman last Sunday.

COMMUNICATION

Editor, Times-Virginian:

Mr. Editor, just a few words, as like to say a little something for us colored folks. If we don't do or say a little something for ourselves I wouldn't look for anyone to say very much for us. We are glad of this beautiful day. The Fourth Sunday has been a blessing to me, on our regular preaching day at the Jordan Baptist Church. Sunday School 10 A. M., Supt. Jones, Supt., Willie Ferguson. 11 A.M. a wonderful message by Rev. H. J. Hendrick, our pastor. Subject, If God be God, serve Him; if Bael, service him.

We lifted a free-will offering for our white friends (Red Oak building fund) $25.00. I hope we have done what we could for them at this time. I thank Mr. A. R. Harwood for his encouraging words. I hope they will be a help to us.

Henry Phelps.

Evergreen

Evergreen, April 27.- Rev. C. G. Carter preached a fine sermon here Sunday. He and Mrs. Carter were the dinner guests of Mr. and Mrs. Jennings Ferguson. Mrs. R. W. Covington, of Vera was also a dinner guest in the same home.

Mr. and Mrs. S. J. Evans and Mrs. Jennie Johnson, of Appomattox visited Mr. and Mrs. Jimmie Evans Sunday.

Mr. and Mrs. Arthur Brown, of Roanoke, Mrs. Minnie Brown and Mr. and Mrs. S. D. Thompson, of Lynchburg were all the dinner guests of Mr. and Mrs. G. W. Glover Sunday.

Mr. and Mrs. Junior Blackwell spent Sunday with her parents, Mr. and Mrs. Green Garrett.

The W.M. S. held its regular monthly meeting last Wednesday in the home of Mrs. W. C. Garrett, with a good attendance.

A. B. Ferguson, Paul Ferguson and two children, Betsy and Gregory all spent the day Sunday with Mr. and Mrs. Howard Glover and family.

Mr. and Mrs. Thomas Paulett and daughter, of Phenix spent Sunday with her parents, Mr. and Mrs. W. C. Garrett.

Nelson Garrett and a friend, of Lynchburg were dinner guests of his mother, Mrs. Al Garrett Sunday.

We are sorry to hear that Wilson Almond got hurt in a wreck last week. Hope he will soon be out.

Mr. and Mrs. G. W. Glover called to see Mr. and Mrs. Green Garrett Saturday night.

It was nice to see Mrs. John Clapp at church Sunday, after being in the hospital some time.

Miss Eulalia Glover was a Monday night guest of Miss Betsy Ferguson.

Mrs. E. W. Warriner called to see Mrs. Thelma Childers Monday P. M.

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—SCREEN DOORS
—SCREEN WIRE
—PAINT
—ROOFING
—BRICK
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—CEMENT BLOCKS
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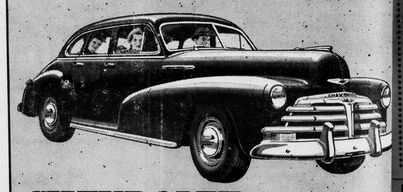

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Nowhere else beauty like this! New styling! New colors! New upholstery fabrics! All this added to the basic Big-Car luxury of Chevrolet's famous Body by Fisher. Remember—this body is exclusive to Chevrolet and higher-priced cars.

You'll enjoy much greater comfort in Chevrolet for 1948. It brings you the Big-Car riding-smoothness and road-steadiness of the Unitized Knee-Action Gliding Ride. Another feature found only in Chevrolet and more expensive cars.

Just as you'll find no equal for Chevrolet value, so you'll find no equal for Chevrolet service. Safeguard your transportation by bringing your present car to us for skilled service, now and at regular intervals, pending delivery of your new Chevrolet!

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To do this job, Standard Oil Company (New Jersey) and its affiliates are spending *one billion dollars* in 1947 and 1948 alone—for new wells, plants, tankers, pipelines, storage tanks, and all the other things it takes to get you the oil you need.

That billion dollars is money that goes back into the business from earnings, past and current.

In 1947, for instance, we put 426 million dollars into replacements and expansion. To do this, we:

(1) used all funds set aside to replace worn-out equipment;

(2) ploughed back well over half the year's profits—all that was left after paying dividends; and

(3) dipped heavily into savings put aside in years past to help meet just such needs as we face today.

In the seven years 1940 through 1946, we spent well over one billion dollars for needed equipment, mostly for war needs. Now, *in just two years,* we are spending *another* billion dollars. This money comes from the business itself. *Money made on the job goes back into the job.*

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